

Press Release, Tuesday August 30, 2022

Clarins Lip Comfort Oil, a must-have revealed by Texen

Clarins is presenting a new version of its iconic Lip Comfort Oil range in a round pack, with eight natural tinted oils that promise color, glossy shine and care all in one, in line with the hybrid make-up trend. Texen is continuing its historic collaboration with the brand, this time in make-up.

For this launch, Clarins wanted to combine the new design of the pack with the technicity demanded by the application of a color-rich nourishing oil. Texen's 100% European production was another deciding factor. Texen's capabilities in these areas distinguished the company from the competition, and it rose to the challenge for this launch within a very strict timeframe.



Design and precision

For this project, Texen managed the production and assembly of the parts:

With its cap and collar, engraved and metallized in gold, its brush holder and wiper and its bottle with an ultra-premium thick bottom that guarantees formula protection thanks to a specific treatment, this development required particular vigilance. This was particularly true for the wiper, which need to be adapted to the ergonomics of the applicator chosen by the brand so that exactly the right amount of oil is extracted, resulting in an optimal application with a voluptuous gesture.

This was possible thanks to the collaboration between the marketing and development teams at Clarins and Texen, right down to application tests and the adjustment of the wiper in real time.

Decorated to the nearest millimeter

The brand's décor is engraved in the mold on the collar and the top of the cap with precise indexation of the motifs and lettering on both parts so they are perfectly aligned for maximum brand visibility.

Available in eight standard shades, Lip Comfort Oil is also available made-to-order with a concept dubbed "Lipgloss Factory." This allows the consumer to create her own shade and to order it online. The Lip Comfort Oil range, at the frontier between makeup and skincare, has not said its last word.